

**Department of Alcohol and Drug Programs**

**Prevention Services Division**

**Strategic Plan – 2004**

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## **STRATEGIC DIRECTION**

### **ADP's Vision**

Healthy individuals and communities free of alcohol and other drug (AOD) problems.

### **ADP's Prevention Strategic Vision**

Californians understanding that alcoholism, drug addiction, and related problems are chronic conditions that can be successfully prevented.

### **Mission**

To lead California's strategy to reduce AOD problems by developing, administering and supporting effective and sustainable prevention policies, programs, and initiatives.

### **Guiding Principles for Prevention**

Prevention policies and services adhere to the following five basic principles

**1. Prevention fosters safe and healthy environments for individuals, families, and communities.**

- To create safe and healthy environments, prevention must reduce adverse personal, social, health and economic consequences by addressing problematic alcohol, tobacco, and other drug (ATOD) availability, manufacture, distribution, promotion, sales, and use.
- By prevention providers coordinating resources, prevention programs will achieve the greatest impact.

**2. The entire community shares responsibility for prevention.**

- All sectors, including youth, must challenge unsafe and healthy ATOD standards, norms, and values to continually improve the quality of life within the community.
- Community includes: a) organizations; b) institutions; c) ethnic and racial communities; d) tribal communities and governments; and, e) faith communities.
- Community also includes associations/affinity groups based on age, social status, occupation, professional, political or social interest, sexual orientation, as well as geographic boundaries.

**3. Prevention engages individuals, organizations, and groups at all levels of the prevention system.**

- This includes all who work toward a common goal of ATOD prevention (i.e., law enforcement, fire departments, emergency medical technicians, medical professionals, hospitals, teachers, employers, religious organizations, etc.).

**4. Prevention utilizes the full range of cultural and ethnic wealth within communities.**

- By employing ethnic and cultural experience and leadership within a community, prevention can reduce problematic availability, manufacturing, distribution, promotion, sales, and use of ATOD.

**5. Effective prevention programs are thoughtfully planned and delivered.**

- To create successful prevention involves a continuous process: 1) use data to assess the needs; 2) prioritize and commit to the purpose; 3) establish actions and measurements; 4) use proven prevention actions; and, 5) evaluate measured results to improve prevention outcomes using a competent, culturally proficient and properly trained workforce.

## **Overarching Goal**

Develop and maintain a comprehensive statewide prevention system to prevent and reduce AOD, and to improve the health and safety of the citizens of California by:

- 1) Modifying social and economic norms, conditions, and adverse consequences resulting from ATOD availability, manufacturing, distribution, promotion, sales, and use; and
- 2) Effectively addressing at-risk and underserved populations and their environments.

## **2004 STRATEGIC AREAS, GOALS AND OBJECTIVES**

### **Strategic Area 1: Funding, Policy, and Legislation**

***Goal #1** Develop and implement policies, programs, and research that are relevant, practical, and advance the knowledge and understanding of the prevention field.*

**Objectives:**

- 1.1 Establish a forum that brings prevention practitioners, researchers, and evaluators together to provide recommendations and/or enhancements on prevention programs and research.
- 1.2 Develop a service-to-science process whereby innovative prevention programs are identified and assessed for potential application.
- 1.3 Identify and prepare information on up to five emerging prevention issues, including:  
(a) parental/family involvement and education; (b) drug testing; and, (c) utility and application of the Institute of Medicine framework in AOD prevention.

***Goal # 2** Represent the interests of California in the development of regional, national, and bi-national prevention policy.*

**Objective:**

- 2.1 Increase ADP's involvement with private foundations and other federal and state agencies.

**Goal #3** *Engage youth in prevention policy and strategy development.*

**Objective:**

- 3.1 Develop and implement a plan that specifies where and how youth can be involved.

**Goal #4** *Provide resources, policies, and services to develop a competent and culturally proficient prevention workforce.*

**Objectives:**

- 4.1 Establish a work group to identify and develop a set of core competencies for prevention programs and staff.
- 4.2 Establish a work group or forum to explore the issue of credentialing prevention practitioners and provide recommendations to the Director.

**Strategic Area 2: Coordination, Collaboration, and Planning**

**Goal # 5** *Develop and maintain an efficient system of communication between ADP, county AOD offices, direct service providers, and other state agencies to improve the delivery of services.*

**Objectives:**

- 5.1 Develop a communication system that links ADP, county AOD offices, and direct service providers.
- 5.2 Develop a communication system for Prevention Services Division (PSD) grantees.

**Goal #6** *Implement an effective prevention delivery system through ongoing strategic planning in collaboration and cooperation with stakeholders.*

**Objectives:**

- 6.1 Ensure that all funded programs include planning systems and processes that are consistent, complementary, and supportive of ADP and PSD's strategic plans.
- 6.2 Facilitate the implementation of the binge drinking strategic plan developed by the Governor's Prevention Advisory Council.
- 6.3 Develop a planning model for use in allocation of resources for the Performance Partnership Grant (PPG).
- 6.4 Identify existing statewide needs assessment and strategic planning processes. Determine key areas where involvement and collaboration in these processes can result in more efficient and effective programs.

**Goal #7** *Optimize the effective use of all prevention resources.*

**Objectives:**

- 7.1 Develop and implement a performance-based outcomes delivery system for prevention.
- 7.2 Develop and test an evaluation process for prevention grants and contracts.

**Strategic Area 3: Data Collection, Analysis, and Utilization**

**Goal #8** *Optimize the access, analysis and use of data by all segments of the prevention field.*

**Objectives:**

- 8.1 Identify types and sources of data needed to support prevention planning, research, and evaluation at state and local levels.
- 8.2 Initiate processes to access and organize all needed data.
- 8.3 Develop and implement a dissemination and evaluation process for all prevention grants and contracts.

**Goal #9** *Develop and implement a statewide prevention outcomes measurement system that provides information to guide improvements in prevention services and initiatives for youth and adults.*

**Objectives:**

- 9.1 Analyze issues associated with integrating the prevention outcomes measurement system into the statewide California Outcomes Monitoring System for prevention and treatment programs.
- 9.2 Create a strategic design for the prevention system.
- 9.3 Create the system requirements.

**Strategic Area 4: Technical Assistance and Training**

**Goal #10** *Engage the prevention field in a continual process of learning about existing and innovative research-supported strategies and services.*

**Objectives:**

- 10.1 Identify, disseminate and apply innovative, research-supported strategies and services.
- 10.2 Provide technical assistance and training to support the capacities of California's communities to implement prevention policies and services and respond effectively to ATOD problems.
- 10.3 Disseminate and apply innovative community prevention initiatives and strategies.
- 10.4 Disseminate and apply innovative binge and underage drinking initiatives and strategies.
- 10.5 Document science-based adaptations.

**Goal #11** Engage the general public in a continual process of learning about the effects of, and healthful alternatives to ATOD use and abuse.

**Objectives:**

11.1 Utilize existing ATOD prevention events to increase awareness.

11.2 Information dissemination to the general public